

RED

RED has developed three proprietary methods that, when combined, create successful and profitable brand and communication campaigns.

Here's how it works.

I-INTERVIEWS
(CUSTOMER RESEARCH)



EMOTIONAL
MAPPING



DESIGN



STEP 1



EYE-TO-EYE INTERVIEWS

STEP 2



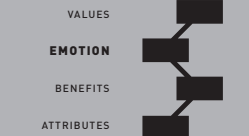
EMOTIONAL MAPPING

STEP 3



i-INTERVIEWS

STEP 4



FINAL EMOTIONAL MAP

STEP 5



CREATIVE CONCEPTS

STEP 6



CONCEPT TESTING

STEP 7



FINAL DESIGN

STEP 8



STYLE GUIDE

STEP 9



CAMPAIGN EXTENSION



BRAND REVOLUTION

Eye-to-Eye Interviews

Understanding your product starts as RED conducts 12 eye-to-eye interviews with your Love Group (those who are your biggest fans) to understand the Attributes, Benefits, Emotions, and Values that drive your greatest advocates.

Initial Emotional Mapping

Eye-to-eye interviews provide an initial map of Attributes, Benefits, Emotions, and Values describing why consumers buy your and your competitors' products. Emotions and values are the key elements to be found.

i-Interviews (w/ Consumer)

With the Initial Emotional Map, RED i-Interviews 150 of your customers. The initial map enables RED to ask specific questions to determine how your customers feel about your product and your top competitors.

Final Emotional Map

With consumer feedback, RED produces a report showing data about your brand and products. A Final Emotional Map is produced to define your (Hot) unique selling chain. We are now ready to design.

Creative Concepts

With the Emotional Creative Brief and Map, the RED design team creates design concepts for your campaign based on the up-to-date information from the research. Your feedback is included in the design process.

Consumer Design Testing

Your customer is the best person to define which design speaks to them. RED puts the concepts in front of 150 of your customers to see which one they prefer and what key elements work or don't work for them.

Refine Final Design

RED uses this customer feedback to refine the best design that communicates on a high emotional level. This is not an educated guess or an uninformed idea, but a confirmed campaign that you can take to the bank.

Style Guide

A Style Guide defines the Attributes, Benefits, Emotions, and Values that drive your company visually, audibly, and emotionally. With this Style Guide, future design is quicker and becomes more affordable.

Campaign Extension

With a strong foundation defined in our Style Guide, we extend the design to other elements within the brand such as web site, advertising, signage, phone messages, and all other communications.

Call Rushford, President
for an Emotional Mapping Evaluation.

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